Soils for Europe

BROADER SOCIETAL IMPACT

Nóvoa, T., Roca, R. & Naciph, K. (2025). Identification and description of the KPIs to monitor the Mission R&I priorities.

Deliverable D5.2 EU Horizon Europe.

19. Citizen and end-users' engagement mechanisms in place after the end of project funding

QUALITATIVE



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INTRODUCTION

SOLO introduces a comprehensive impact assessment framework designed to evaluate the real-world effects of Mission Soil research and innovation activities across society, the economy, policy, and practice. This adaptable tool supports Mission Soil projects in monitoring and evaluation, with future potential for ex-ante assessment and project design. Beyond defining key components, qualitative indicators, quantitative metrics, and impact narratives, SOLO also outlines the mechanisms needed to effectively implement the framework in practice.

The assessment framework allows for the evaluation of 5 types of impact of Mission Soil Research and Innovation (R&I) activities:

1. **Project impact in practice**: focus on impact among land managers, advisors, urban planners and other stakeholders;
2. **Project impact on policy and administration**: focus on policy strategies and tools, and other institutional arrangements;
3. **Project impact on value chain organisation and practices**: focus on market mechanisms, business models and requirements;
4. **Broader societal impact**: focus on literacy, awareness, school programmes and education;
5. **Impact on research and innovation:** focus on academic institutions, researchers, publications and funding.

These 5 types of impact correspond to categories under which key performance indicators, both quantitative and qualitative, are grouped.



The other component of the impact assessment framework is the **impact narrative**: a compelling, substantiated statement which reflects the contributions of R&I activities to society, the economy, policy and practice beyond numbers and quantitative targets.

An **impact narrative** must describe the societal challenge to be tackled; identify the stakeholders and beneficiaries who are positively impacted, explaining how they have experienced meaningful change; describe the situation at the start of the project vis-a-vis the goal of the assessment; describe the specific outcomes and results of the R&I activities; describe changes in behaviour, practices and policies; include real-world examples and stories; be supported by quantitative and qualitative evidence; connect the impact to broader societal goals; and provide insights into the potential future implications and opportunities resulting from the developed R&I.

Citizen and end-users' engagement mechanisms in place after the end of project funding

DESCRIPTION AND IMPORTANCE

Assess the level of post-project continuity and societal/market impact. This is also important to evaluate the permanence of capacity building and public engagement activities with continuity beyond the Mission Soil.

DEFINITION

Citizen and end-users' engagement mechanisms in place after the end of project funding.

LEVEL

MS

DATA SOURCE

Project reporting

PERIODICITY

Quadrennial

TYPE

Outcome

CLASS

Literacy

